C^n	
4	1. A system for communicating with, and providing data representative of
2	advertisement information to, movie projection equipment in theatres, said system
3	comprising:
4	a computer storage unit for receiving and storing data representative of
5	advertisement information;
6	a plurality of digital projector assemblies coupled to said computer storage unit
7	for receiving data from said computer storage unit;
8	a movie identification input unit for receiving information regarding a movie that
9	is to be shown in a theatre environment associated with a first of said plurality of digital
10	projector assemblies; and
11	a controller for selecting certain stored data for transmission to said first digital
12	projector assembly responsive to said movie identification input unit
1	2. A system as claimed in claim 1, wherein said first of said plurality of
2	digital projector assemblies includes a computer processing unit in communication with a
3	digital projector.
1	3. A system as claimed in claim 1, wherein said movie identification input
2	unit further receives information regarding an assigned time that the movie is to be shown
3	in the theatre environment associated with said first of said plurality of digital projector
4	assemblies.
1	4. A system as claimed in claim 3, wherein said controller for selecting
2	certain stored data for transmission to said first digital projector assembly is further
3	responsive to the information regarding the assigned time

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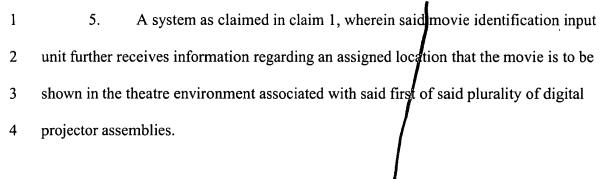
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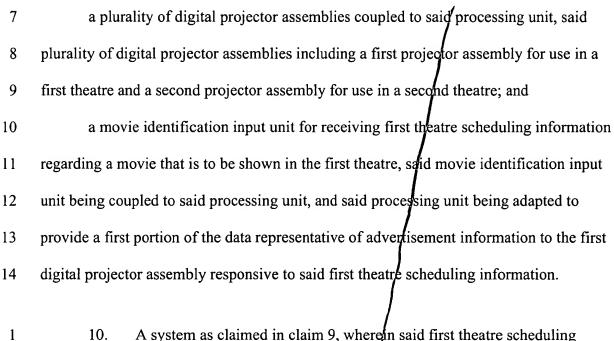
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- 6. A system as claimed in claim 5, wherein said controller for selecting certain stored data for transmission to said first digital projector assembly is further responsive to the information regarding the assigned location.
- A system as claimed in claim 1, wherein said system further includes a 7. network coupled to said computer storage unit and to said plurality of digital projector assemblies.
- 8. A system as claimed in claim 1, wherein said system further includes assembling means for assembling a plurality of frames into a composite frame for output 2 3 by said first digital projector assembly, wherein at least one of said plurality of frames 4 includes data representative of advertisement information responsive to said movie 5 identification input unit.
 - 9. A system for communicating with, and displaying data representative of advertisement information to, movie projection equipment in theatres, said system comprising: a computer storage unit for receiving and storing data representative of
- 4 5 advertisement information;
- a processing unit coupled to said computer storage unit; 6



- 10. A system as claimed in claim 9, wherein said first theatre scheduling information includes information regarding the time date and location that a particular movie is to be shown.
- 11. A system as claimed in claim 10, wherein said system further includes a network in communication with said plurality of digital projectors, said processing unit, and said movie identification input unit.
- 12. A system as claimed in claim 9, wherein said scheduling information includes information regarding whether a particular showing of a particular movie is the first showing of the movie in that theatre.
- 13. A system as claimed in claim 9, wherein said scheduling information includes information regarding whether a particular showing of a particular movie is within the first week of the first showing of the movie in that theatre.

1	14. A system as claimed in claim 9, wherein said movie identification input
2	unit also receives said second theatre scheduling information regarding a movie that is to
3	be shown in the second theatre, and said processing unit is adapted to provide a second
4	portion of the data representative of advertisement information to the second digital
5	projector assembly responsive to said second theatre scheduling information.
1	15. A method of providing data representative of advertisement information to
2	movie projection equipment in theatres, said system comprising the steps of:
3	initializing a computer storage unit for receiving and storing data representative of
4	advertisement information;
5	receiving data from the computer storage unit at a plurality of digital projector
6	assemblies;
7	generating movie identification information regarding a movie that is to be shown
8	in a theatre environment associated with a first of the plurality of digital projector
9	assemblies; and
10	selecting certain stored data from the computer storage unit for transmission to the
11	first digital projector assembly responsive to the movie identification information.
1	16. The method as claimed in claim 15, wherein said method further includes
2	the step of assembling a plurality of frames into a composite frame for output by the first
3	digital projector, wherein at least one of the plurality of frames includes data
4	representative of advertisement information responsive to the movie identification
5	information.

1	17. A system for providing advertisement information to an audience, said
2	system comprising:
3	storage means for receiving and storing advertisement information regarding a
4	plurality of advertisements;
5	common interest identification means for identifying a characteristic that each of
6	the members of a first audience has in common, and for producing common interest
7	information;
8	selection means for selecting a subset of the advertisement information responsive
9	to the common interest information; and
10	display means for permitting the selected subset of the advertisement information
11	to be displayed to the first audience.
1	18. A system as claimed in claim 1/7, wherein said system further includes a
2	movie attendance feedback unit for receiving data representative of information regarding
3	the number of people comprising the first audience.
1	19. A system as claimed in claim 17, wherein said system further includes an
2	exposure log generation unit for recording data representative of the display of the
3	selected subset of the advertisement information to the first audience.
1	20. A system as claimed in claim 17, wherein said system further includes an
2	exposure log feedback unit for receiving a recording of the display of the selected subset
3	of the advertisement information to the first audience.

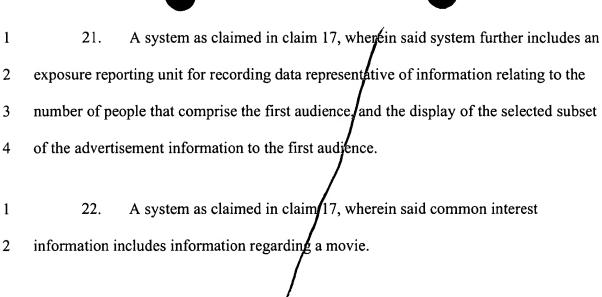
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- 23. A system as claimed in claim 17, wherein said common interest information further includes information regarding the time of day that a movie is scheduled to be shown.
- 24. A system as claimed in claim 18, wherein said common interest information further includes information regarding whether the time of day that a movie is scheduled to be shown is the first showing of the movie in that theatre.
 - 25. A method of providing advertisement information to an audience, said method comprising the steps of:
 - providing a storage medium for storing advertisement information regarding a plurality of advertisements;
- identifying a common interest characteristic that each of the members of a first audience has in common;
- generating common interest data representative of said common interest characteristic; and





- 9 selecting a subset of the advertisement information responsive to the common
- 10 interest data.
 - A method as claimed in claim 25, wherein said method further includes
- 2 the step of displaying the selected subset of the advertisement information to the first
- 3 audience.

Page 49 of 50